

EXPANDING OUR DEALER NETWORK

To reach out to a majority of customers, we have increased our dealer network across the country and added the following new dealers to VST family. Let us all extend a warm welcome and support them to grow with us.

ISWAR AGRO SALES, Kalahandi, Odisha covering Kalahandi & Nawrangpur District of Odisha.

LAXMI SHREE AGRO, Dhenkanal, Odisha covering Dhenkanal District

VENKATADRI AGRO TECH, Hagaribommanahalli, Karnataka covering Bellary, Hospet, Hagaribommanahalli, Hadagli taluks in Bellary district.

REAL AUTOMOBILES, Jaunpur, Uttar Pradesh covering Jaunpur & Azamghar districts of Uttar Pradesh



VST SHAKTI SAMACHAR

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V.S.T. TILLERS TRACTORS LTD



A VST GROUP
ENTERPRISE

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FROM THE EDITORIAL DESK

Hello VSTeans,

At the outset, we from the Editorial Desk wish you all a Happy Festive Season and wish you that this blissful spirit stays with you forever.

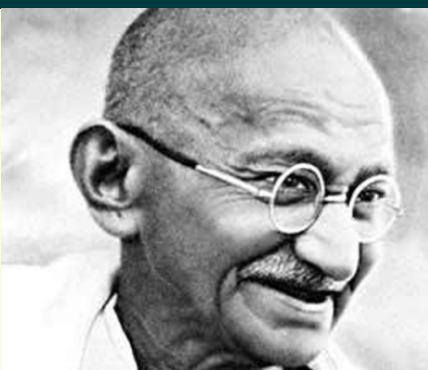
We have taken all the feedback from you and have tried our best to improve VST Shakti Samachar in terms of design, layout, style and also segregation of the content. We promise that we will keep on improvising this with your support and try to give the best of the news in the best of the style.

There is also an improvement in the content and this time our Newsletter is 12 page instead of regular 8 page. We thank you all for your participation and enthusiasm in sharing various topics and will look forward for the same in the future.

Happy Reading...

Adios till again,
Editorial Team.

Few Inspiring Quotes from Mahatma Gandhi:



"Live as if you were to die tomorrow. Learn as if you were to live forever."
"A man is but a product of his thoughts. What he thinks he becomes."
"Be the change that you want to see in the world."
"The weak can never forgive. Forgiveness is an attribute of the strong."
"I will not let anyone walk through my mind with their dirty feet."
"Strength does not come from physical capacity. It comes from an indomitable will."
"Glory lies in the attempt to reach one's goal and not in reaching it."
"An eye for an eye will make the whole world blind."
"Happiness is when what you think, what you say, and what you do are in harmony."
"A coward is incapable of exhibiting love; it is the prerogative of the brave."

MESSAGE

Message

From

Deputy Managing Director



Hello VSTeans,

The festive mood is still in the air and we are looking forward to embrace the New Year and my team asked me to give a message to all my colleagues through this platform and I gladly agreed to do so.

The first couple of issues, I thoroughly enjoyed reading and wish my team all the success in keeping the fort and deliver timely updates for us to reckon. I can see there is a fresh excitement in this issue and encourage all my colleagues to contribute towards this platform in reaching everyone at VST.

I am delighted to see a plethora of events and happenings in this quarter and the team's effort to summarize the maximum. I wish you all the success in the days, months and years to come.

Best wishes,

Mr. V.V. Pravindra,
Deputy Managing Director



TRAININGS & SEMINARS

TRAINING PROGRAMME - GUJARAT

Training programmes were conducted in the months of September & October at Karjan and Dabhoi, Gujarat, for the benefit of the mechanics who service our products.



TRUCK BRANDING

The promotional activities have been extended by adding one more medium of branding on large 16 wheeler trucks that travel long distance and to different areas of the country thereby widening its reach to the farmers at the remotest parts of our country.



ROAD SHOWS

Road shows were conducted at different areas to promote our tillers, tractors, rice transplanters and all other products across the country and to broaden our reach in the market.



DEMO & ROAD SHOW - BIHAR



A demo programme had been organized in the month of July 2014 at Aurangabad to showcase our products' performance on the field to the farmers.



A road show had been organized in the month of August 2014 to create awareness among the people about our products.

PROMOTIONAL ACTIVITIES

TRAININGS & SEMINARS

POWER TILLER DISTRIBUTION - WEST BENGAL

A programme to distribute power tillers to select farmers had been organized in the month of July 2014 at Horticulture Mission Office, Murshidabad, West Bengal.



The program was inaugurated and the power tillers were distributed to the respective farmers by Hon'ble Horticulture, Minister, Mr. K. N. Chowdhury.



SEMINAR - ODISHA

A seminar on "Status and Scope of Mechanization in Horticulture" was attended by us that was organized by Central Horticulture Experiment Station (ICAR - Indian Institute of Horticulture Research), Alginia, Bhubaneswar, Odisha in the month of September 2014.

A kiosk was set up at the premises displaying 'Mitsubishi Shakti MT180D'



TRAINING PROGRAMME - WEST BENGAL

A practical demo & training programme was conducted for few mechanics selected by R K Mission. The training was held at Agricultural Training Centre, Govt of West Bengal, Chisurah, Hooghly in the month of August 2014.



TRAININGS & SEMINARS



RUBBER BOARD APPROVES VST

Kerala Rubber Board has approved to use our tractor for spraying in rubber plantation in Kottayam, Kerala. The event was inaugurated by Rubber Board Chairman Sheela Thomas.



TRAINING PROGRAM FOR B-TECH STUDENTS

A training programme was conducted for B-Tech - Agriculture Engineering, 7th semester students at University of Agriculture Science, GKVK College, Bengaluru. During the training programme, the students were given a brief on our products and their uses. A practical demo was given on field and the students were allowed to test drive the products on field to give them a better knowledge of our products and its utilities.



TIPS FOR REDUCING STRESS

We may not be able to control stress, but we can manage it. Here are some stress-management tips that may help you feel better - and less stressed - every day:

- Accept that there are events that you cannot control.
- Keep a positive attitude; rather than defaulting to negatives, give yourself positive messages.
- Halt stress in its tracks; if you feel overwhelmed, take a walk or drive in the slow lane to avoid getting angry at other drivers.
- Manage your time. Give yourself time to get things done; set your watch so you have more time to prepare for an event.
- Do things that are pleasurable, like reading or gardening.
- Take 15-20 minutes every day to sit quietly and reflect. Learn and practice relaxation techniques like yoga or deep breathing.
- Exercise regularly by bicycling, walking, hiking, jogging, or working out at the gym. Your body can fight stress better when it is fit.
- Avoid alcohol and recreational drugs. And don't smoke.
- Eat healthy, well-balanced meals.
- Get enough rest and sleep. Your body needs time to recover from stressful events.



PROMOTIONAL ACTIVITIES

TRAININGS & SEMINARS



RTP TRAINING PROGRAM - TELANGANA

Under the supervision of Telangana Government - Agricultural Department & ATMA, a RTP training was conducted by using Yanji Shakti 8 row paddy transplanter in the month of August 2014 at Kundanapalli.



RTP TRAINING PROGRAM - KARNATAKA

Along with Karnataka Government, we had organized a field day and training program on VST rice transplanter at T Narasipura Taluk, Mysore in the month of August 2014.



MOTIVATIONAL QUOTES



Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.

- Thomas A. Edison

RICE TRANSPLANTER DISTRIBUTION - TAMIL NADU

A programme for distribution of rice transplanters to select farmers by Tamil Nadu Government at Sembanar Kovil, Nagapattinam District was organized by us. Tamil Nadu Fishery Minister, Mr. Jayapaul issued the transplanters to the farmers.



CORPORATE ETIQUETTE

Corporate Etiquette refers to set of rules an individual must follow while he is at work. One must respect his organization and maintain the decorum of the place. It is important to behave well at the workplace to earn respect and appreciation.

Let us go through some Do's and Don'ts at workplace:

- Never adopt a casual attitude at work. Your office pays you for your hard work and not for loitering around.
- Keep your workstation clean and tidy. Throw unwanted paper in dustbin and keep files in their respective drawers. Put a label on top of each file to avoid unnecessary searching.
- Take care of your pitch and tone at the workplace. Never shout on anyone or use foul words. It is unprofessional to lash out at others under pressure. Stay calm and think rationally.
- Pass on information to all related recipients in the desired form. Communicate through written modes of communication preferably through emails. Keep your reporting boss in the loop.
- Reach office on time. One must adhere to the guidelines and policies of the organization. Discipline must be maintained at the workplace.
- It is unethical to share confidential data with external parties and any other individual who is not related to the organization. Data in any form must not be passed to anyone outside the organization.
- Make sure you turn off the monitor while you go out for lunch or tea breaks. Switch off the fans, lights, printer, fax machine, scanner before you leave for the day.



MELAS/EXPOS & EXHIBITIONS

AGRITECH AFRICA - KENYA

AGRITECH AFRICA was held at Nairobi, Kenya in the month of June 2014. We had participated in this event and had exhibited our products. The Minister of Agriculture Hon. Dr. Sally Kosgei had visited our stall and expressed interest in our products.



ENTERPRISE INDIA EXPO - MYANMAR

Myanmar is the second largest market in the world for Power Tillers the size being over 80,000 units per annum. Currently the market is dominated by Chinese low cost machines. VST has established dealership network for promotion of both Power Tillers and Tractors in Myanmar market and focusing on sale of good number of products in the years to come.

We had participated in the 3rd Enterprise India Expo at Myanmar which is an exclusive exhibition of Indian products and services. The event was held in the month of October 2014 which was organised by Confederation of Indian Industry. The Chief Minister of Mandalay had visited our stall at the expo.



INSPIRATIONAL QUOTES



We are shaped by our thoughts; we become what we think. When the mind is pure, joy follows like a shadow that never leaves.
- Buddha

HALDHAR AGRI EXPO - MADHYA PRADESH

Haldhar Agri Expo was held at Bhopal during the month of September 2014 and the expo was themed on farmer carrying a plough. The expo was inaugurated by Madhya Pradesh Chief Minister - Shivraj Singh Chauhan and Union Agriculture Minister - Radha Mohan Singh.



Our products tractors and tillers were displayed at our stall and brochures & leaflets of the other products were distributed to the customers. Customers from various districts of Madhya Pradesh along with Agriculture Department Staff visited the expo.



PROMOTIONAL ACTIVITIES

MELAS/EXPOS & EXHIBITIONS

CIAE EXHIBITION - MADHYA PRADESH

A Silver Jubilee celebration cum Agriculture Machinery Exhibition and conference in the month of July 2014 which was arranged by National Academy of Agricultural Science & Madhya Pradesh State Agriculture Engineering Academy.

The conference was inaugurated by Agricultural minister of Madhya Pradesh Shri Gourishankar and Agriculture scientists like Mr. V S Tomar, vice -chancellor of Jawaharlal Nehru Agricultural University also had attended the function.

The main agenda of the conference was Improvements in Farm Mechanization, Custom hiring center, employment of rural youth by custom hiring center, marketing and value addition of agriculture products.

On this occasion, the Agricultural minister unveiled the new Madhya Pradesh Agriculture website <http://www.mpdage.org> and also announced the removal of VAT on agricultural implements.

We had attended the conference and participated in the exhibition where we had showcased our products.



KRISHI MAHOTSAV - ODISHA

Krushi Mahotsav was held at Sambalpur, Odisha in the month of September 2014 where had displayed our remote controlled power tiller along with our other products.



KRISHI MELA - KARNATAKA

Dharwad Krishi Mela was held in the month of September 2014 in Dharwad district. This is the biggest agricultural mela conducted in the Karnataka state. Our participation was recognized by majority of the farmers who had attended the mela. This was a great platform to create brand awareness among the farmers and generate huge sale prospects.

MILESTONES



MOU WITH KARNATAKA BANK LTD.

VST Tillers Tractors Ltd. entered into a memorandum of understanding (MOU) with Karnataka Bank Ltd. for financing the purchase of tractors, tillers and farm machinery. The bank will extend finance to the farmers under the 'Krishik Sarathi' scheme.

Sri R. Thiagarajan, Executive Vice President & Chief Financial Officer of VST Tillers Tractors Ltd. was present at the signing event and the Bank was represented by Sri P. Jayarama Bhat, Managing Director & CEO, Sri Mahabaleshwara M.S., Chief General Manager, Dr Meera L B Aranha and Sri Raghurama, General Managers, and Executives from Credit- B Department.



NEW SHOWROOMS

We had inaugurated new showroom buildings for M/s.Kunal Tractors at Beed, Maharashtra and M/s. Cama Agencies at Himathnagar,Gujarat. Many farmers around the area were invited for the inauguration of the showroom, which is a first step towards sales promotion.



WASHING MACHINE AT HOSUR PLANT

An advanced washing machine was installed during the month of September 2014 at our new factory at Hosur Industrial Town. This high pressure washing machine is used for cleaning or washing thoroughly all the critical items required for engine assembly. This will improve the performance of the engine and reduce the consumption of fuel & spares. Also we have introduced dedicated material handling trolleys for efficient issue of items and good housekeeping.

MILESTONES PR ACTIVITIES

PR ACTIVITIES

VTTL SIGNS MoU WITH KARNATAKA BANK LTD.



RTP TRAINING PROGRAM - MYSORE



PANTHNAGAR KISAN MELA



FARIDABAD - DEMO



ROUNI KISAN MELA-PATIALA



RTP DISTRIBUTION-NAGAPATTINAM



HALDHAR KISAN MELA-BHOPAL

